## IN THE ABSTRACT OF THE DISCLOSURE:

Please amend the abstract as follows:

## ABSTRACT OF THE DISCLOSURE

The present invention provides a A liquid crystal display device which exhibits the high reliability and realizes the is capable of miniaturization thereof by eliminating a mechanical operating mechanism. At least a light guide plate which guides lights light from a light source, a liquid crystal display panel, an optical medium which changes over transmission and reflection of lightslight, color filters and a reflector are sequentially arranged from a the viewer side. The lights color of the light from the light source are sequentially change changed over respective colors thereof which constitute to provide three primary colors, pass and this light passes through the liquid crystal display panel and, thereafter, are is reflected toward the viewer side by the optical medium. The color filters are constituted of color filters of for respective primary colors which and are arranged to face at least three pixels formed on the liquid crystal display panel which are disposed close to each other and the respective colors constitute the three primary colors. The reflector reflects an ambient light which is made to pass passes through the light guide plate, the liquid crystal display panel, the optical medium and the color filters to the viewer side.